



Contract Range		\$30,000	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,500	\$1,000	\$500		
Venue/s		Title Sponsor	*The Marketplace (Harvey Convention Center)	*Sea Lion SPLASH! *Livestock Show	*Concert *Sand Sculpture *Pig Races * Stage	*AgriWorld *The Avenue *Petting Zoo	*Senior Day *Beautification Crew * NASA	*Landscape *Cleaning Stations	*Photography Show *Fruit & Vegetable Show				
R I G H T S	Category Exclusivity	Yes	Yes	Yes			3 sponsorships for Senior Day					Apr. 15	
	Signage	Venue & Fair Signage	Venue & Fair Signage	Venue & Fair Signage	Venue Signage	Venue Signage	Venue Signage	Listing	Listing	Listing	Listing	Apr. 30	
S P O N S O R B E N E F I T S	P R O M O T I O N A L	TV Commercials	All	All	All	Select						Apr. 15	
		TV Interviews	All	All	Morning & Mid-Day Shows	Morning Show							
		Radio	All mentions, promos & ads	All ads & promos	Select promos	Concert sponsor on concert promos		Senior Day Promos- KTBB and The Ranch					Apr. 30
		Armbands	Logo on 50,000 armbands										Apr. 30
		Newsprint	All	All	All	All	All	Name	Name	Select	Select		Apr. 30
		Magazine	All	All	Select	Select	Listing						Apr. 15
		Announcer	Throughout 11 day event	All Market Mentions	Multiple times per show	Daily	Daily	During Event	Select	Select	Select		Apr. 30
		Outdoor	All	Select		Concert sponsor							Apr. 30
		Brochure	Logo	Logo	Logo	Logo	Logo	Listing	Listing	Listing	Listing	Listing	Apr. 30
		East Texas State Fair Website	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo	Logo	Logo	Logo	Listing	Listing	Apr. 15
		Social Media	Daily inclusion	Daily inclusion	Daily inclusion	Select	Select	Links	Links	Links			Apr. 30
		Booth Space	Mobile Marketing	Mobile Marketing	Mobile Marketing	10 x 20 Indoor or Outdoor	10 x 10 Indoor or Outdoor	10 x 10 Indoor or Outdoor	10 x 10 indoor	10 x 10 Indoor			Apr. 30
H O S P I T A L I T Y	Private Function	Mayfair Building	Mayfair Building	Mayfair Building									
	VIP Fun Passes	18	16	14	12	10	8	6	4	4	2		
	Bulk Ticket Discount	Armbands	Armbands	Armbands									
	Concert Tickets	8	8	6	6	4	4	2					
	VIP Parking Passes	10	8	6	6	4	4	2	2	1	1		
	Season Grounds Passes	12	10	10	8	8	6	6	4	4	2		